



# Juneteenth Block Party 2023 Sponsorship Opportunities

## About Juneteenth Block Party

In collaboration with the Leander Public Art and Culture Commission, the City of Leander commemorates Juneteenth with a block party at Robin Bledsoe Park. This free, family-friendly event is jam-packed with musical performances, food vendors, and carnival attractions.

## Event Marketing

- Exposure to 20,000+ social media followers
- Digital flyer posted on event site and external event postings
- Event webpage on City of Leander website
- Leander PARC email marketing

## Marketing Benefits

	Friends of Juneteenth Block Party  \$500 to \$999	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum (5 available) \$10,000	Title (1 available) \$25,000
Company Name/Logo on all Ads and Flyers			X (SM)	X (MD)	X (LG)	X (XL)
Link to Company's Website from Event Website	X	X	X	X	X	X
"Sponsor Spotlight" on Social Media		X	X	X	XX	XXX
Company Name/Logo on Rack Cards (Sponsorship must be received by May 1, 2023)						X
Company Named in Juneteenth Block Party Press Release						X
Named as the Presenting Sponsor						X

## Event Day Benefits

	Friends of Juneteenth Block Party  \$500 to \$999	Bronze  \$1,000	Silver  \$2,500	Gold  \$5,000	Platinum (5 available)  \$10,000	Title (1 available)  \$25,000
PA Recognition				X	XX	XXX
Vendor Space for Distribution				X	X	X
Name/Logo on Event Banner/Stage Banner			X	X	X	X
Name on towels and T-shirts (Sponsorship must be received by May 1, 2023)						X
10 Juneteenth Block Party T-shirts						X

## In-Kind Donations of Products or Services

Tables and Chairs  
 Bottled Water for Event Staff and Volunteers (2000 16oz Bottles)  
 Portable Toilets  
 Light Towers  
 Generators for Fun Zone (3-33 KW capacity)  
 Event Staff and Volunteer Food  
 Advertisements  
 Event Signage  
 Petting Zoo  
 Inflatables  
 Event DJ

Custom sponsorship packages may be assessed to match the value of the donation.  
 Sponsorships may be a combination of in-kind donations and monetary sponsorship in  
 which the combination creates the value of the sponsorship package.

If you are interested in being a part of our celebration, please contact Mariel Guenther,  
 Special Events Coordinator to discuss sponsorship packages and benefits at  
[mguenther@leandertx.gov](mailto:mguenther@leandertx.gov).